

India Bariatric Surgery Devices Market Assessment, By Type [Minimally Invasive Surgical Devices, Non-Invasive Surgical Devices], By Procedure [Sleeve Gastrectomy, Roux-en Y Gastric Bypass (RYGB), Biliopancreatic Diversion with Duodenal Switch (BPD/DS), Single Anastomosis Duodeno-Ileal Bypass with Sleeve Gastrectomy (SADI-S), Adjustable Gastric Banding, Robotic Surgery], By End-user [Hospitals, Clinics, Ambulatory Surgical Centers, Others], By Region, Opportunities and Forecast, FY2017-FY2031F

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Report description:

India bariatric surgery devices market size is valued at USD 250 million in FY2023, which is expected to reach USD 390.12 million in FY2031, with a CAGR of 5.72% for the forecast period between FY2024 and FY2031.

The treatment options for obesity include bariatric surgery, weight loss drugs, and dietary changes. Bariatric surgery uses minimally invasive and non-invasive surgery devices like staplers, scissors, sealers, gastric balloons, and accessories. The demand for such devices is rising with the increasing number of bariatric surgeries being performed because of the increasing prevalence of obesity in the Indian population in cities.

In recent years, the obese population in India has risen significantly owing to the changing lifestyle, long sitting hours, and lack of physical activity. The lifestyle and diet patterns of Indian population have drastically changed in the past few years leading to a higher number of obese and overweight people. Increasing awareness about weight-related health conditions and effective means of treatment are fueling the market growth. Government focus on improving healthcare accessibility and affordability along with the aforementioned factors, expected to drive India bariatric surgery devices market during the forecast period.

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Moreover, India's dependence on imports for medical devices is still a challenge for the market which can be converted into opportunity by strategic initiatives by market players. The market is expected to grow steadily during the forecast period between FY2024 and FY2030F due to growth factors like increasing the obese population, increasing awareness among people, changing lifestyle and diet patterns, government initiatives to improve healthcare accessibility, product launches, and industry initiatives, driving the market.

In June 2021, Intuitive India, the Indian division of Intuitive Surgical, a leader in minimally invasive treatment and the creator of robotic-assisted surgery (RAS), introduced the SureForm robotic surgical stapler, which features integrated SmartFire software. Using more than 1,000 measurements per second, SmartFire automatically modifies the firing procedure as the transection and staplers are produced to assist ensure a consistent staple line and minimize tissue damage in a variety of tissue thicknesses.

Increasing Prevalence of Obesity

The obese population in India has risen significantly in recent years and this calls for better preventive and treatment approaches to address the concern. With obesity, the prevalence of related concerns like dyslipidemia, heart disease, diabetes, cancer, and other diseases, has grown subsequently. By 2035, obesity will account for USD 8.43 billion, which is the direct healthcare costs in India. To cope with such conditions, the number of bariatric surgeries in India is increasing every year. More than 39,949 bariatric surgeries were conducted in India in 2022. For instance, as per the NFHS-5 data, in year 2020, 23% of women and 22.1% of men are overweight as per the BMI criterion. The preliminary finding on the status of abdominal obesity reveals that 40% of women and 12% of men are abdominally obese in the country.

Changing Lifestyle and Diet Patterns

Due to evolving technology and urbanization, the sedentary lifestyle and unhealthy food consumption have increased over the years in India. Due to long sitting hours, lack of physical exercise, and increasing convenience of delivery platforms, the prevalence of obesity and other associated disorders have significantly increased in the past few years. The diet patterns of Indian population have changed, with increasing accessibility of a variety of cuisines and food options, a significant shift towards junk food has been noticed which is the primary cause of obesity.

All these factors are resulting in high number of bariatric surgeries in India. For instance, according to an article published in BMC Women's Health, in January 2023, in India, one in every four people has a risk of dying from a chronic disease (i.e., cardiovascular, stroke, cancer, diabetes, etc.) before reaching the age of 70 years. This increase is attributed to changed lifestyles and diet plans among Indian population. Such an instance further provides an opportunity for the growth of India bariatric surgery devices market.

Impact of COVID-19

The COVID-19 pandemic had a negative impact on the bariatric surgery device market in India, as it affected numerous surgeries globally. The outbreak led to a decline in the number of bariatric surgeries performed, as hospitals and healthcare facilities focused on managing the pandemic and prioritizing COVID-19 patients. The restrictions on elective surgeries and challenges in accessing healthcare services contribute to the decline in bariatric surgeries. However, the demand of bariatric surgeries returned to pre-covid levels after the upliftment of lockdown. The growing prevalence of obesity and related disorders, coupled with the development of minimally invasive bariatric surgery devices, is expected to drive the market growth in the coming years.

Stapling Devices Segment is Expected to Witness Fastest Growth

Due to factors such as the high incidence of obesity in the population and the rising number of bariatric surgeries, the stapling devices segment is predicted to increase relatively faster during the forecast period than other devices used in bariatric surgeries. Additionally, as type 2 diabetes becomes more common among the population, there is a greater need for bariatric surgery, which lowers blood sugar levels. Currently, mechanical stapling devices are used for most bariatric surgeries, contributing to the total growth. It is one of the most frequently used devices because it reduces obesity-related health issues and more significant and consistent weight loss surgery outcomes for patients.

Key Players Landscape and Outlook

India bariatric surgery devices market is competitive with a presence of few big players. The leading market players include India Medtronic Pvt. Ltd., Johnson and Johnson Ltd, Apollo Endosurgery India, etc. The market has multiple opportunities to grow as market players are being supported by government initiatives to strengthen the healthcare system. Additionally, the active involvement of companies in research and development for innovative products is expected to contribute to the market's growth

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in the forecast years.

In September 2022, US-based Allurion Technologies launched its weight-loss gastric balloon in India. This balloon is a non-invasive bariatric surgical device, helpful in reducing body weight by 10-15% within 16 weeks.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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